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November 3, 2008

NOTICE FOR CONSULTING SERVICES

THE CITY OF FRESNO IS INVITING CONSULTANTS TO SUBMIT
"STATEMENTS OF QUALIFICATIONS" FOR

CITY OF FRESNO BICYCLE MASTER PLAN

The City of Fresno is requesting Statements of Qualifications (SOQ) to create the first ever Bicycle Master Plan. We created a Bicycle Transportation Plan in the past for project funding, but have never had a comprehensive plan to implement bicycles as a mode of transportation.

PROJECT BACKGROUND

The purpose of the Bicycle Master Plan (BMP) project is to assess existing bicycle facilities and programs, to review existing studies, plans (General Plan, Community Plans, Specific Plans, Bicycle Transportation Plan) to determine how these plans can incorporate cycling, to develop a community supported vision for a comprehensive bikeway network that will facilitate biking for transportation and recreation purposes by enhancing bicyclist safety, comfort and convenience, and; to identify bicycle support programs which promote biking through engineering, education, enforcement, encouragement, and evaluation. The BMP should include a strategy, implementation, and funding plan (possibly development impact fees, park impact fees, grants, air quality board partnership, Tree Fresno partnership, Measure C) for enhancing the City's bikeway system and programs to get more people on bicycles.

PROJECT BACKGROUND

The City of Fresno is the 6th largest city in California and is a fast growing community of nearly a half million people residing in approximately 2,000 square miles of new and mature urbanized areas. The San Joaquin Valley is one the richest agricultural regions in the United States. Fresno is characterized by relatively flat topography with moderate temperatures year round except for some extreme heat in the summer and fog in the winter. Fresno experiences measurable rainfall only about 44 days per year. Typically, there is virtually no rainfall from May to October.

Fresno is in a valley bounded by the Sierra Nevada Mountains and three National Parks to the east; and, the Coast Ranges and the Pacific Ocean to the west. Since the San Joaquin

Valley is surrounded by high mountains on three sides, air pollution is trapped near the ground and becomes concentrated to produce some of the worst air pollution in the nation. As a result, we struggle with attainment of air quality standards in the San Joaquin Valley air basin.

Roughly sixty percent of the chemical precursors of smog (ozone) in the San Joaquin Valley come from automobile exhaust, so any strategy to reduce air pollution in Fresno must include the reduction of automobile trips. Forty percent of car trips are under two miles long, a distance which can easily be completed on a bicycle in less than 15 minutes. Substitution of these short car trips by bicycle results in significant reductions in greenhouse gas emissions. Experiences in Davis, California and Portland, Oregon have shown that when cities provide adequate facilities to allow bicycle riders a reasonable level of safety and convenience, bicycle ridership increases from about one percent of daily commute trips to as much as five percent.

Fresno is striving to provide alternative modes of transportation to create a more sustainable healthy and economically viable community. A well-developed system of bike trails, lanes, and routes is a critical component in our efforts to achieve that goal and create a high quality of life for our residents. This BMP is anticipated to be the platform of planning and implementing policies, procedures, and tools to transform the City of Fresno into a premiere bicycle community over the next 20-50 years. The Fresno County voters have allocated approximately \$250,000 per year to City of Fresno bike lanes and \$1,000,000 per year to City of Fresno trails over the next 20 years as part of the re-adoption of Transportation Sales Tax Measure C.

The City of Fresno (City) was incorporated in 1885, and is located in the Central San Joaquin Valley of California. The City's powers are exercised under the strong-mayor form of government. Under this system, the Mayor serves as the City's Chief Executive Officer, and is responsible for appointing and overseeing the City Manager, recommending legislation, and presenting the annual budget to the City Council. The Mayor does not participate in Council deliberations, except by exercising veto power. The City Council serves as the legislative authority, and the Mayor serves as the executive authority. The City Council is composed of seven elected council members, one of whom is elected President by the Council for a term of one year. The President is the presiding officer of the Council. The services provided by the City are the full range of services contemplated in the City Charter. These include public protection (police and fire), construction and maintenance of all public facilities (public works), parks and recreation, public health systems (water, sewer, community sanitation, and solid waste utilities), development and planning, tax collection, transportation, and many others. The City of Fresno employs approximately 3,700 full-time employees that provide all essential services.

The BMP process will be a collaborative effort between the BMP Study Team which could include representation from the following departments: Public Works, Planning and Development, Fire, Police, Transportation-FAX, Public Utilities, and the Parks Departments. In addition, many educational centers such as Clovis, Fresno, West Fresno, Sanger, and

Central School Districts, California State University Fresno (Fresno State), Fresno Pacific University, Fresno City College, State Center Community College District will be invited to participate in the collaborative effort. We will also encourage the Building Industry Association, many of the commercial developers, and also the employers of Fresno for input on how to incorporate bicycles into existing and proposed development projects to promote an active lifestyle of living in Fresno. The City of Fresno also has a Bicycle Pedestrian Advisory Committee and a Bike Work Group that were very active and instrumental in getting the funding for this project through Measure C. Tree Fresno is also a very active group with our trails throughout Fresno. In addition, The County Department of Health, California Department of Transportation (Caltrans) District 6, Fresno County, City of Clovis, City of Sanger, Madera County, San Joaquin Valley Air Pollution Control District, Fresno Irrigation District, and Fresno Metropolitan Flood Control District should be included in the process. The primary contact for the project will be Bryan Jones who is the Traffic Engineering Division Manager/City Traffic Engineer and resides in the Traffic Engineering Division of the Public Works Department.

RELEVANT STUDIES

The following documents are available for review on-line

City of Fresno 2025 General Plan and MEIR

<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/2025FresnoGeneralPlan.htm>

Community Plans and Specific Plans

<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/CommunityandSpecificPlans.htm>

Fresno Zoning Code and Variety Packs

<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/ZoningOrdinance.htm>

Fresno Municipal Code (FMC)

Fresno Traffic Impact Study Guidelines

<http://www.fresno.gov/Government/DepartmentDirectory/PublicWorks/TrafficEngineering/Default.htm>

Fresno Area Express Webpage Technical Library

<http://www.fresno.gov/DiscoverFresno/PublicTransportation/FAXPlanningLibrary/Default.htm>

Developer Doorway with Public Work Standards and Specifications

<http://www.fresno.gov/Government/DepartmentDirectory/PublicWorks/DeveloperDoorway/>

Default.htm

Fresno Major Street Impact Fees Implementing Policies and Procedures
<http://www.fresno.gov/NR/rdonlyres/E4A5B366-AF1C-40F3-ACB5-241EEFA25C02/0/FinalFeePolicyAug2007.pdf>

Fresno Fire Chiefs Foundation Bicycle Helmet Campaign

Central Valley Blue Print
<http://valleyblueprint.org/>

CSUF (Fresno State) Master Plan
<http://www.csufresno.edu/>

Bicycle Transportation Plan
www.fresnotrafficingineering.com under download forms

South East Growth Area and Metro Rural Loop (how they interconnect with the City)

SCOPE OF WORK

The City is therefore seeking to contract with a consultant team that has the expertise to bring the project through the complete process for a Bicycle Master Plan that includes but not limited to the following:

Evaluate Existing Conditions & Programs

The selected consultant will assess existing conditions in consultation with and under direction of the City. At a minimum, the consultant shall:

- a. Review and inventory existing goals, policies, programs and standards for bikeways.
- b. Audit and inventory existing off-street bike trails, on-street bike lanes, bike routes, and identify gaps in the system. Consultant will have access to 2005 color aerial photos of City and potentially the 2007 Public Works TransMap that has photo images of every roadway in the City.
- c. Identify substandard bike facilities, whether due to design, installation, or maintenance.
- d. Contact adjacent jurisdictions and education institutions to review their bikeway plans to ensure connectivity and coordination.
- e. Review bicycle collision data provided by the City and identify recurring issues and opportunities for reducing collisions.
- f. Consultant will prepare draft survey questions to gauge resident bicycle riding trends and perceptions. Final survey questions will be prepared and the on-line resident survey will be conducted which could be done under separate contract with the City or as part of the team. Data Consultant will present data to BMP consultant in a form agreed upon by BMP consultant, City, and Data Consultant. BMP consultant shall be responsible for evaluating

and interpreting data.

- g. Interview City department representatives, Bike Work Group committee members, Bicycle Pedestrian Advisory Committee members, Tree Fresno Trails committee members and/or stakeholder groups (business interests, cycling clubs or advocacy groups) with involvement in bikeways to identify key issues and needs affecting bikeways. Consultant shall be responsible for evaluating and interpreting responses.
- h. Identify activity centers, other key generators and attractors of bicycle use.
- i. Identify real or perceived physical and social barriers to bicycle travel and strategies to overcome those barriers that could incorporate the 5 E's of engineering, education, encouragement, enforcement, and evaluation.
- j. Identify and map opportunities for new and improved bike trails, bike lanes, bike routes and other innovative bicycle facilities not known to the City of Fresno that emphasize connectivity, elimination of system gaps, access to activity centers, and overcoming barriers to travel to create a seamless bikeway system. Provide an assessment of the characteristics, constraints, and benefits of each route in a format agreed upon by consultant and City.
- k. Identify opportunities for new and improved bike safety, enforcement, education, and evaluation efforts.
- l. Review documents, such as but not limited to, the Fresno Municipal Code and General Plan available from the City and identify codes, policies, procedures that negatively and positively contribute to bicycling. Identify where stronger language or modifications could be made to promote the use of bicycles on our roadways and in new developments.
- m. Review the City of Fresno City Hall accessibility for cyclists and identify short term and long range goals for necessary infrastructure and incentives to encourage cycling as a mode of transportation for City employees. The City of Fresno has a Green Fresno program and would like to be a leader in the Central Valley for other businesses and governmental agencies to follow.
- n. Develop strategies to increase the number of cyclist in the City of Fresno.
- o. Identify ways which other departments within the City of Fresno can partner with the Bicycle Master Plan as these departments develop their updated plans and new projects.
- p. Identify the current Public Works Street Maintenance overlay and slurry seal roadway maintenance practices and identify ways to improve the services we provide for the bicycle facilities and the associated necessary budget to accomplish these services.
- q. Identify the current Department of Public Utilities Street Sweeping practices and identify ways to improve the services we provide for the bicycle facilities and the associated necessary budget to accomplish these services.
- r. Develop a Best Practices Survey of other Cities for Bicycle Facilities. Review up to ten other Cities that are known for bicycling or have had substantial increases in bicycle ridership. The BPAC committee may have some recommendations of Cities that they would like you to review. Provide a summary of adopted policies, implementation plans, standards, funding, etc that these organizations have utilized.

Deliverable: Consultant will provide a draft technical report summarizing their findings and preliminary recommendations for review and comment by City staff and various members of the community that will make up the BMP study review team.

Public Workshop

The consultant will assist City staff with the coordination of two (2) public workshops that will emphasize public participation and the sharing of ideas. The goal of the workshop is to identify key concepts, consistent interests, and unique ideas that can be incorporated into the BMP. City staff will be responsible for promoting the workshop and will participate in the workshop. Consultant will assist City in development of an outreach program. Consultant is expected to present results of the existing conditions assessment, including graphics, to help mediate discussion.

Deliverable: Attendance and participation in two (2) public workshops and preparation of a meeting summary document for both meetings.

Bicycle Master Plan Update

The consultant will prepare a Bicycle Master Plan in coordination with and under direction of City staff and with an emphasis on clarity, readability, and direction for implementation. At a minimum, the document will include the following:

- a. Elements required by the State of California Bicycle Transportation Act.
- b. Elements recommended by the City of Fresno General Plan 2025.
- c. A comprehensive set of goals, objectives and policies to make Fresno a premiere cycling community.
- d. Maps identifying existing and proposed Class I bike trails, Class II bike lanes, and Class III bike routes. Map data shall be provided to City in shape file format with database fields determined by City and compatible with City GIS coordinate system. Maps shall be in Adobe Illustrator format. Maps may include City/plan area boundaries, land uses, activity centers and public facilities available through City GIS files.
- e. Development of Design Standards for long and short term bike parking, showers and locker rooms for apartments, retail, office, industrial, transit, civic and other land uses.
- f. Standards for bikeway directional, destination, distance, and wayfinding signs including naming trails or creating a theme identifier for a trail. Trails could become a passive educational environment that provides stopping locations for cyclists and pedestrians to read about the history of Fresno, nature walks, or have thematic attractions to them to increase ridership such as the Veterans Boulevard trail from Herndon Avenue to Grantland Avenue that could include monuments for US wars or the history of branches of the military. Please assist with ideas to brand our trails and create destinations or activities on our trails.
- g. Recommended engineering, enforcement, education, encouragement, and evaluation programs which promote safe bicycling and attract new bicyclists.
- h. Standards for bike way maintenance (tree location and pruning, sweeping, weed control, sign replacement, restriping, re-surfacing).
- i. An implementation plan that prioritizes proposed bikeway improvements (trails, lanes,

- routes and other innovative bike facilities), staffing needs, and funding sources (Measure C, State and Federal funding programs, and development of a nexus study for a new development bicycle improvement impact fee to connect new development to existing).
- j. Design Standards for Class 1, Class 2, Class 3 bikeways consistent with State and Federal standards. In addition, standards for shared roadways with adjacent jurisdictions or through County islands. Standards or creative solutions or concepts for older developed sections of Fresno (retrofit) that do not currently provide for bicycle use but that could increase the use and safety of the roadways by bicyclist.
 - k. Standards and implementing policies and funding (impact fees) to insure bike lanes and trails are not part of piece meal development.
 - l. Standards and policies identifying roadways and corridors that could accommodate a roadway diet to allow for bike lanes.
 - m. A review of our current Level of Service Policies in the General Plan and recommendations that could be adopted in the BMP by Council or as a General Plan Amendment to include a hierarchy of various modes of transportation and various levels of service and priority for regions and/or street types in Fresno.
 - n. Development of a toolbox of Transportation Demand Management strategies that support bicycle use for implementation by new development and on a voluntary basis by existing employers and developments.
 - o. Develop adoptable policies for identifying on-street parking that could be removed or modified to accommodate the installation of a bike lane.
 - p. Summary of significant changes between existing Bicycle Transportation Plan and new Bicycle Master Plan.
 - q. Work with the BPAC group to create a Vision Statement for the Bicycle Master Plan and bicycling as a mode of transportation for recreation and commuting.
 - r. Incorporate the San Joaquin BluePrint policies into the BMP.
 - s. Develop a criteria to prioritize a list of bicycle improvements which could include proximity to a school, commute route, roadway speed, implementation, volumes, distance from activity center.
 - t. Create a list of projects based on the criteria that could be re-evaluated and updated on a yearly basis by City staff.
 - u. Develop standards, policies, and strategies for downtown Fresno that could be utilized to create bicycle corridors even if the standard bike lane can not be installed due to right-of-way, parking, or historical building constraints. This could include such ideas as creating pedestrian/cyclist corridors, road-diets procedures to reduce the speed of motorists, etc.
 - v. Work with FID and FMFCD to develop a bank side trail program. Determine which side of the bank the trail will be constructed.
 - w. Identify and prepare policies and procedures for streets where diagonal parking could be used as a traffic calming affect and also provide accessibility for cyclists. The variables could include roadway classifications, downtown area, roadway width, speed of proposed roadway design, parking turnover rate, presence of cyclists, number of pedestrians crossing to name a few.
 - x. Identify which side of the roadway a trail will be constructed for all trails that are currently included in the General Plan and any additional trail locations that are identified in the BMP.

- y. Identify standards, policies, programs and procedures that school districts and the City can utilize to develop Safe Routes to School programs that encourage principals, teachers, parents and students to ride to school. They should include ways to encourage and promote ridership to school and to enhance the perception and reality of safety (locking up bikes, having district/school competitions to walk/ride to school, appropriate and enhanced signage, newsletters, to name just a few).

The Bicycle Master Plan shall be formatted in a manner acceptable to the City of Fresno Traffic Engineering Division that is easily useable by staff and citizens.

Deliverable: Two administrative drafts, one draft for public review, and one final Council-adopted version of the BMP, Provide twenty (20) hard copies, one copy ready original, and one electronic copy (latest Microsoft Word) of each.

SOQ REQUIREMENTS

To be considered for the project, interested firms will need to submit six (6) copies of their Statement of Qualifications (SOQ) by **Monday, December 1, 2008 at 12:00pm** to the City of Fresno, Public Works Department, 2600 Fresno Street, 4th Floor, Fresno, CA 93721-3623, Attn: Bryan Jones. Late submittals will not be considered. The SOQ should include the following elements:

- Cover letter
- Team organization chart, identifying the project manager, project engineer and all proposed subconsultants; identifying their roles and responsibilities
- Project experience, listing at least 5 similar projects completed by the project team with references listed for each of the highlighted projects
- Innovative Bicycle Master Plans and solutions for implementation that the team has prepared
- Resumes for key staff
- Fee schedule (hourly billing rates)

The City also wishes to provide the consultants an opportunity to demonstrate their approach to this particular project. The following items should also be included in the bound SOQ:

- Project approach, demonstrating the consultant's understanding of the collaborative process and scope of work and the approach that will be taken by the project team if selected to develop the BMP
- Schedule - the consultant should include a detailed schedule assuming a February 2009 notice to proceed
- Critical issues summary, illustrating what the consultant believes to be the critical issues for the Bicycle Master Plan
- Value engineering / innovative solutions to be offered by the project team for this particular project and/or previous track record in developing innovative and cost-effective solutions to engineering challenges

- The Consultant must demonstrate significant experience retrofitting a downtown area or “built-up” urban environment with an integrated bicycle network of bike lanes, bike trails, and bike routes along with multi-modal transportation connections, bicycle parking facilities, etc. The City is in the processes of significantly increasing the opportunities for higher density residential uses within the downtown area and the consultant’s expertise will be invaluable in our downtown planning and revitalization efforts. The City will want a very detailed set of policies, standards, recommended transportation demand management programs and solutions specific for the downtown area (as opposed to suburban development standards) that can be implemented with downtown development. This will help develop a “complete street” approach in our urban area for all modes of transportation with a higher priority given to alternative modes and systems of transportation.
- The Consultant shall demonstrate bicycle systems analysis experience. A bicycle system is more than a set of discrete parts, but rather, it is an integrated system that starts when a person decides to ride a bike and concludes when a person arrives at their destination and needs to clean up potentially for work. The consultant shall provide work examples that demonstrate knowledge and understanding that bicycle transportation planning and engineering involves designing a system with all of its integrated components.
- The consultant should have a strong background and understanding of creating a Bicycle Master Plan with a substantial implementation component (specific standards, specific locations for trails, city wide trails impact/reimbursement fee, funding sources, etc.). The City does not want a BMP that will sit on a shelf and mean nothing if our citizens are not encouraged or feel inclined (does not connect, does not enhance safety, is not part of a system) to use the bicycle facilities. The consultant should demonstrate their understanding of the correlation between demographics, geography, culture, and climate.
- The consultant will need to demonstrate their capability to develop a BMP with an interactive approach to bring together citizens, BMP team, city departments, schools, and other agencies. The consultant will need to provide recommendations to the City Traffic Engineer on how best to facilitate a focused advisory committee for the BMP, as well as, a larger reviewing body that includes every one that wants to be a part of the BMP.

The following is the current draft schedule for the consultant selection process:

- Request for Qualifications (RFQ) Issued - Monday, November 3, 2008
- **Statements of Qualifications Due - Monday, December 1, 2008, 12 noon**
- Short List Notification - Monday, Monday December 8, 2008
- Interviews - Week of January 5, 2009
- Consultant Selection – January 9, 2009
- Contract Negotiation, Scope & Budget – January 23, 2009
- City Council Approval of Consultant Agreement - February 2009
- Kick-Off Meeting - February 2009

Consultant selection shall be in accordance with established City consultant selection policy. Please note that on May 17, 1994, the Council established a policy that provides preference to local consultants. Staff will review the SOQ's received and will prepare a short list of the top three to six most qualified firms, depending on the proposals received. The City will then schedule interviews for the short-listed firms to discuss specifics of the project and your firm's approach to the project. Outside agency staff and/or Bicycle Pedestrian Advisory Committee Members may be assisting with the consultant selection process. Upon selection, a scope and fee will be negotiated with the highest-ranked firm. If an agreement cannot be reached with the highest-ranked firm, the City reserves the right to commence negotiations with the next firm on the list.

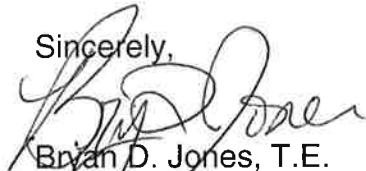
Each firm submits a Statement of Qualifications package at its own risk. No compensation will be due any firm for preparation of a written SOQ. The City can cancel the project at any time without consequence.

Professional liability insurance (errors and omissions) with limit of liability of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate; plus automobile liability of not less than \$1,000,000; and commercial general liability of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate will be required for this project. The City's standard contract will be used which includes a conflict of interest statement, and completion of a statement of economic interest. Copies of the City's Standard Contract, Local Preference and Consultant Selection Policies are available on request.

The City of Fresno hereby notifies all applicants that it will affirmatively ensure that, for any contract entered into pursuant to this request, disadvantaged business enterprises will be afforded full opportunity to submit proposals in response to this request and will not be discriminated against on the grounds of race, religion, sex, color, national origin, age or disability in consideration for an award.

Should you have any questions, please contact me at (559) 621-8792.

Sincerely,



Bryan D. Jones, T.E.

Traffic Engineering Division Manager/City Traffic Engineer

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